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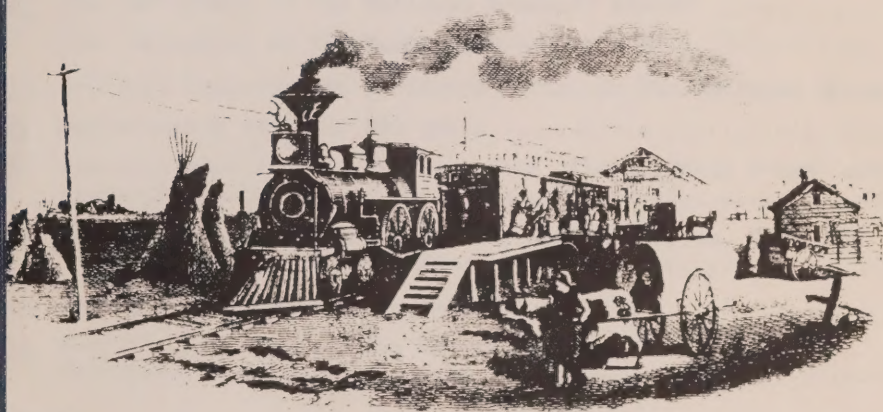
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CBC RESEARCH REPORT

THE NATIONAL DREAM



RESEARCH
NTO

JUNE 1974
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C O N T E N T S

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"THE NATIONAL DREAM"

INTRODUCTION

"The National Dream" was an eight-part documentary drama television series dealing with the building of the CPR. It was shown on the Full CBC English Television Network during March and April 1974. This report summarizes audience reaction to the series. The source of information is the CBC audience panel. A description of this panel is shown in the Appendix.

AUDIENCE SIZE

The six episodes of "The National Dream" for which information is available attracted an average audience of 25% or about three million viewers, aged 12 and over.

Table 1 shows the estimated audience size for each of these six episodes measured. The first episode attracted an audience (28%) somewhat higher than the remaining five. However, Episodes 2 through 6 each attracted audiences in the 23% to 25% range.

Prior to "The National Dream", the 9:00 to 10:00 p.m. period was occupied by "The Collaborators", a CBC dramatic series production, and by various drama specials. Table 2 shows the audiences attracted by each of these programs in the 1973/74 season. The audience for "The National Dream" was larger than for any other program occupying this time period apart from one of "The Wayne and Shuster" specials, and the Royal Wedding special.

The CBC has, in the past, presented other documentaries dealing with historical subjects. In recent years, the program "Tenth Decade", "Days Before Yesterday" and "Images of Canada" fit into this category. "The National Dream"

attracted much larger audiences than any of these other historical documentaries, as illustrated in Table 3.

A further comparison can be made with historical dramas recently shown on the CBC network. Both the "Whiteoaks of Jalna" and this year's "The Overlanders" attracted smaller audiences than the documentary drama "The National Dream". The original presentation of the BBC drama series, "The Six Lives of Henry VIII" attracted an audience of 34%; that of "Elizabeth R", 24%. Another BBC series, "The Forsythe Saga" had an average audience of 18%.

In the recent past, there have been several one occasion specials using the documentary drama technique. Some are listed in Table 5. However, none of these earlier documentary dramas attracted audiences as large as "The National Dream". Details are in Table 5.

Audiences for "The National Dream" were highest in western Canada. Regional audience information, averaged over the first four episodes is detailed in Table 6. Judging from audience size, interest in the series was highest in the Prairie and B.C. regions.

AUDIENCE COMPOSITION

"The National Dream" attracted roughly equal numbers of men and women. However, the audience was highly skewed into the older age groups. The audience panel (source of the information) collects information from those aged 12 and over. Although just 26% of this total is aged more than 50, more than 40% of the audience to "The National Dream" was aged 50 and over. As a corollary to this, although more than half of the population covered by the panel is aged between 12 and 34, less than a third of the audience to "The National Dream"

was in this age category.

"The National Dream" attracted university educated Canadians to a greater extent than they exist in the population as a whole. This is all illustrated in Table 7, which shows the composition of the total population and of the audience to the average episode of "The National Dream" in terms of sex, age and education.

This tendency for "The National Dream" to attract the older and more educated viewers is in line with the audience history of other historical productions. Historical documentary productions, historical dramatic productions and historical drama documentary productions have all, in the past, tended to attract disproportionate numbers of older more educated viewers. The audience composition for various recent CBC historical television programs is outlined in Table 8.

AUDIENCE REACTION

The audience for "The National Dream" liked it. The six episodes had an average enjoyment index of 83. As indicated in Table 1, the enjoyment indices for the individual episodes were all in the range of 82 to 85. This enjoyment index for "The National Dream" is among the highest recorded for historical productions by the CBC. Only the special "Was Tom Thomson Murdered?" has, in the recent past, achieved a higher enjoyment index. This is detailed in Table 9.

"The National Dream" was enjoyed to about the same (high) extent in each region of Canada. However, those aged 50 and over appeared to enjoy the program somewhat more than those aged 18 to 49. This is illustrated in Table 10.

To obtain some more specific reactions to the program, special questions were included in the CBC panel diaries. Since one of the major components of each episode was the presence of Pierre Berton as host, viewers were asked to rate his performance. They were asked whether they thought Pierre Berton did a very good job, a good job, a fair job or just a poor job as host of the program. On the two occasions on which this question was asked, almost two-thirds of the audience thought that Pierre Berton did a very good job as host. The appreciation index for Pierre Berton was 84, a value much higher than that usually accorded hosts of CBC information programs. Details of audience response to Pierre Berton are given in Table 11. The appreciation indexes for hosts of other CBC information programs are given in Table 12 for comparative purposes.

To be more specific, direct questioning of the audience shows that three-quarters thought that Pierre Berton tied the whole program together well, almost half that he was highly enjoyable and very tiny minorities felt that he appeared too often (9%) or was distracting (5%). The criticisms made by professional critics of Pierre Berton's role on the program were certainly not shared by the audience as a whole. Details are in Table 13. This table shows the percentage of the audience agreeing with the statements indicated. Note that the reaction to Pierre Berton in "The National Dream" compares favourably to the reaction of the viewers to "Next Year in Jerusalem" to Lorne Green in his role as host of that program.

The actors appearing in "The National Dream" were also highly rated. Viewers were asked how good a job they thought each of the major actors did on the program. Results are detailed in Table 14. Each major actor was accorded an index in the eighties, much higher than for actors appearing in other

historical programs at about the same time. Details are in Table 14.

The audience was asked further questions about their reaction to the program as a whole. They were presented with a series of statements about the program and asked to check those with which they agreed. Details of the answers are given in Table 15. The most positive response was towards the acting. Seventy-one percent felt the acting was natural while only 4% felt that "The National Dream" was overacted. The program also appeared to succeed in its documentary purposes. One of the objectives of any documentary program is to be informative. Sixty-six percent of the audience to "The National Dream" felt they learned lots from watching it, 59% felt that "The National Dream" stimulated them to think, and almost half of the audience felt like talking about the program when it was over.

None of the negative statements were checked by more than small minorities of the audience. Only 5% felt the program was confusing, only 5% felt it was boring and only 6% felt the pace to be slow and dragged out. Only 8% felt that they could not get involved in the program.

This audience response compares very favourably with the two other contemporary historical productions ("Next Year in Jerusalem" and "The Overlanders"). This is detailed in Table 16. Audience response to "The National Dream" was more favourable on each statement than response to "Next Year in Jerusalem". The straight dramatic production, "The Overlanders" was felt by its audience to be more exciting than "The National Dream", but on all other statements "The National Dream" outscored "The Overlanders". It is especially interesting to note that "The Overlanders" was felt to be more fragmented by its audience than was "The National Dream". "The National Dream", of course, had Pierre Berton's comments interspersed between dramatic excerpts.

CONCLUSION

We cannot but conclude that "The National Dream" was a great success with its audience. It surpassed other comparable CBC productions in terms of both audience size and enjoyment. Pierre Berton was highly appreciated as host; his appearances were neither too many nor too distracting. The actors were thought to have acted naturally, and each was rated positively. The program also fulfilled its information functions and was thought to have been executed well.

T A B L E S

TABLE 2

AUDIENCE SIZE: SUNDAY AT 9:00 to 10:00 P.M.

1973-74 SEASON

DATE	PROGRAM	AUDIENCE SIZE (% of English speaking Canadians aged 12+ who viewed some part)
Sept. 9, 1973	"Apples of Gold in Pictures of Silver" starring Eileen Heckart. Drama about middle aged couple about to become parents for the first time	9
Sept. 23, 1973	"Wayne and Shuster Comedy Special" (first of four)	20
Dec. 9, 1973	"Wayne and Shuster Comedy Special" 'My Fair Partner' with guests Carol Robinson and Paul Kligman	18
Feb. 23, 1974	"Wayne and Shuster Comedy Special" (third special)	28
Sept. 30, 1973	CBC Drama '73: "More Joy in Heaven" Morley Callaghan, starring John Vernon about ex-convict paroled after 10 years	8
Oct. 7, 1973	"More Joy in Heaven" Conclusion of Morley Callaghan's drama	7
Oct. 14, 1973	"Vicky", starring Jackie Burroughs. Drama about the despair of the mentally ill by Grahame Woods	10
Oct. 21, 1973	"A Bird in the House" starring Paul Handing. Margaret Lawrence's sensitive story about a young girl who tries to cope with the meaning of death	9
Oct. 28, 1973	"Our Ms. Hammond", starring Mia Anderson. Story of a single woman's struggle to break family ties and live a life of her own in the city	9
Nov. 4, 1973	"Welcome Stranger" starring Hurst Buchholz. Story about an immigrant surgeon who tries to save a life and finds his entire future in jeopardy	10
Nov. 25, 1973	"The Changeling" A drama which examines the pressures that drive people to crime	8
Dec. 2, 1973	"Lighten My Darkness" Story of young woman who gains her sight after a lifetime of blindness	12

(Continued on next page)

TABLE 2

(Continued - Page 2 of 2)

DATE	PROGRAM	AUDIENCE SIZE (% of English speaking Canadians aged 12+ who viewed some part)	
		Percent	Average %
Dec. 16, 1973	THE COLLABORATORS: "Luck...Without It You're Nowhere"	11	15
Dec. 23, 1973	"Four Into Three Won't Go"	9	
Dec. 30, 1973	"Tell Them What You Know"	14	
Jan. 6, 1974	"All My Love ... Jennie"	16	
Jan. 13, 1974	"Winner Lose All"	15	
Jan. 20, 1974	"Beyond All Reasonable Doubt"	18	
Jan. 27, 1974	"Whatever happened to Candy"	18	
Feb. 3, 1974	"A Touch of Madness"	20	
Feb. 10, 1974	"The Contract"	16	13
Feb. 17, 1974	"Night Into Mourning"	17	
Nov. 11, 1973	"An Invitation to the Royal Wedding", Douglas Fairbanks hosts a preview of the royal wedding, the preparations, romance and courtship	26	
Nov. 18, 1973	"To The Wild Country - The Wild Pacific Shore" Naturalists John and Janel Foster explore Canada's Pacific Shore; tour of Pacific Rim National Park. Lorne Greene is narrator	13	25
	THE NATIONAL DREAM (average of six episodes)	25	

Source: CBC Panel

TABLE 3

AUDIENCE SIZE FOR HISTORICAL DOCUMENTARIES

(Shown in recent years on the CBC Full Network)

	Audience Size
	%
"Impressions 1670 to 1970" A documentary on 300 years of Canadian history in celebration of the 300th anniversary of the Hudson Bay's Company. (Wednesday, December 2, 1970: 9:30 to 10:00 P.M.)	5
"The Magnificent Gift" 300 years of the fur trade. An hour of Canadian history saluting the country's fur trade. Narrated by Chief Dan George, Sir Tyronne Guthrie, George Finstad. (Wednesday, November 4, 1970: 9:00 to 10:00 P.M.)	15
"The Gold Seekers" Documentary on men who came to B.C. in 1860's looking for gold. (Wednesday, October 20, 1971: 10:00 to 11:00 P.M.)	9
"Tenth Decade" (Wednesday, 1971/72 average: 9:00 to 10:00 P.M.)	9
"Days Before Yesterday" (Sunday, 1973 average: 10:00 to 11:00 P.M.)	8
"Images of Canada" (Monday, 1973/74 average: 10:00 to 11:00 P.M.)	9

Source: CBC Panel

TABLE 4

AUDIENCE SIZE FOR HISTORICAL DRAMAS

(Shown in recent years on the CBC Full Network)

	Audience Size
"The Six Wives of Henry VIII" (Sunday, March 21 to May 9, 1971; 9:00 to 10:30 P.M.)	% 34
"Elizabeth R" (Sunday, December 5 to January 9, 1971/72; 9:00 to 10:00 P.M.)	24
"The Whiteoaks of Jalna"* (Sunday, January 23 to April 23, 1972; 9:00 to 10:00 P.M.)	19
"The Woman I Love" Dramatization of romance between King Edward VIII of England and Wallis Simpson a twice divorced American. Starring Faye Dunaway and Richard Chamberlain (Sunday, October 15, 1972; 9:00 to 10:00 P.M.)	22
"Louis Riel on the Side of Angels" Dramatic reconstruction of the treason trial of Louis Riel. Bruno Gerussi and Robert Christie. On "Man Alive", Monday, March 29, 1973; 10:30 to 11:00 P.M.	6 **
"Luther - the Man Who Took the Lid Off" A re-enactment of events leading to Martin Luther's revolt. Starring John Colicos, Eric House. On "Man Alive", Monday, March 22, 1972; 10:30 to 11:00 P.M.	7 **
"Murder For God's Sake" Dramatization of events leading to execution of Charles I. On "Man Alive", Monday, October 18, 1971; 10:30 to 11:00 P.M.	4 **
"Mary Stuart vs. John Knox - Politics of Passion" Dramatic reconstruction of confrontation between Mary Queen of Scots and John Knox. On "Man Alive" Monday, March 6, 1972; 10:30 to 11:00 P.M.	4 **
"The Megantic Outlaw" Story of Canadian folk hero Donald Morrison. (Wednesday, January 27, 1971; 9:30 to 11:00 P.M.	16
"The Discoverers" by George Salverson and Max Rosenthal. Dramatization of events leading to insulin discovery. (Sunday, October 22, 1972; 9:00 to 10:00 P.M.)	10
"The Hero of My Life" Starring Michael Jayston as England's most popular novelist - Charles Dickens. Program looks at his private life and career. (Monday, November 20, 1972; 8:30 to 10:00 P.M.)	8
"This Melancholy Occasion" Program depicts the last hours in the life of Patrick J. Whelan who was hanged in Ottawa on February 11, 1869 for the murder of T.D. McGee (Wednesday, April 11, 1973; 10:00 to 10:30 P.M.)	4 **
"Springhill" Drama based on '58 Springhill Mining Disaster which took 74 lives. 8 days of ordeal of 7 survivors. (Wednesday, March 22, 1972; 9:30 to 11:00 P.M.)	21
"The Overlanders" Stars Michael Collins, Helen Lasnier. A dramatization of the 1862 gold rush across the Rockies by 13 people in a perilous journey to gold rich Cariboo B.C. (March 25, 1974)	17
"The Forsythe Saga" BBC production of a series on the Forsythe family. On "Sunday at Nine" from April 5 to September 27, 1970; 9:00 to 10:00 P.M. (Average of 9 episodes)	18

This average for Jalna is a bit misleading, for within it lies a pattern of decline. In fact, from a high 27% it eventually fell to 12%. This has not happened to The National Dream.

* These programs are only a half hour long. And since we measure people who have watched any part, half hour programs have smaller audience sizes by this fact of length alone.

TABLE 5

AUDIENCE SIZE FOR HISTORICAL-DRAMAS-DOCUMENTARIES(Shown in recent years on the CBC Full Network)

	Audience Size	
		%
"Was Tom Thomson Murdered?" Drama documentary about the life, career and death of Tom Thomson. (Thursday, February 6, 1968; 9:00 to 10:00 P.M.)	22	
"Two Arctic Tales" Drama documentary regarding arctic explorers Sir John Franklin and Charles Francis Hall (March 17, 1970)	17	
"The Wit and World of G. Bernard Shaw" Starring Christopher Plummer, Barry Morse, John Colicos. Plummer guides tour through life and works of self proclaimed "Greatest Playwright in the World" (Wednesday, November 15, 1972; 9:30 to 11:00 P.M.)	10	
"Mackenzie the Firebrand" Special drama documentary recalling the career of William Lyon Mackenzie, leader of the Upper Canada Rebellion of 1837, starring Hugh Webster, Eric House (Wednesday, March 17, 1971; 10:00 to 11:00 P.M.)	9	
"Churchill the Man" Sir Winston is remembered in film clips, dramatizations and reminiscences by his daughter Sarah. Excerpts from letters, writings reveal Churchill the man (Sunday, January 14, 1973; 8:00 to 9:00 P.M.)	21	
"Vincent the Dutchman" Portrait of post impressionist Vincent Van Gogh 1853 to 1890 that blends documentary realism with drama (Wednesday, April 18, 1973; 8:00 to 9:00 P.M.)	9	
"Next Year in Jerusalem" Host Lorne Greene and guests Sam Jaffe, Barry Morse, Toby Robins present a drama-documentary which traces the history of the holy city of Jerusalem. (March 26, 1974)	15	

Source: CBC Panel

TABLE 6

AUDIENCE SIZES FOR THE NATIONAL DREAM BY REGION

EPISODE	AUDIENCE SIZE (%)*						
	CANADA**	MARITIMES	QUEBEC	ONTARIO	TORONTO	PRAIRIES	B.C.
Lead across)	%	%	%	%	%	%	%
1	28	29	29	25	24	31	33
2	25	20	26	22	19	25	34
3	23	23	17	21	19	26	25
4	24	20	18	20	18	29	33

* i.e. the percent of English speaking Canadians aged 12+ who viewed some part of the program.

** This percentage represents the average of the regions.

Source: CBC Panel

TABLE 7

THE NATIONAL DREAM'S AUDIENCE COMPOSITION

	Total Panel * (% composition)	National Dream ** (% of total viewers)
<u>SEX</u>		
Adult Women	41	44
Adult Men	43	47
<u>AGE</u>		
12 to 17	16	9
18 to 34	35	24
35 to 49	24	24
18 to 49	58	48
50+	26	42
<u>EDUCATION</u>		
Still at School		13
Grade School	15	16
Some High School	23	23
Completed High School	25	24
University	18	25

Source: CBC Panel

* This % composition is representative of all persons in Canada with television aged 12 and over who are English speaking.

** This represents an average of the six episodes for which data is available.

TABLE 8

* % COMPOSITION OF THE AUDIENCE FOR RECENT CBC HISTORICAL PRODUCTIONS*

	DRAMA-DOCUMENTARY		DOCUMENTARY			DRAMA	
	National Dream	Next Year In Jerusalem	Images of Canada	Days Before Yesterday	10th Decade	Jalna	Overlanders
	%	%	%	%	%	%	%
Adult Men	47	49	49	47	51	40	42
Adult Women	44	44	48	50	44	52	48
AGE							
12 to 17	9	7	3	3	5	8	9
18 to 34	24	18	16	17	22	25	21
35 to 49	24	24	24	27	24	26	25
18 to 49	48	47	40	43	46	51	46
50+	42	51	57	53	49	41	45
EDUCATION							
Grade School	16	22	28	37	18	19	21
Some H. Sch.	23	25	25	27	27	27	24
Completed H. S.	24	22	25	19	21	21	23
University	25	22	25	11	23	23	20
AREA							
East	58	59	59	53	62	62	48
West	42	41	41	47	38	38	52
Metro	48	43	45	28	44	44	38
Urban	37	36	40	47	44	44	42
Rural	15	20	16	25	13	13	21

Source: CBC Panel

* These percentages represent the % of the total viewers in each category.

TABLE 9

ENJOYMENT OF HISTORICAL PRODUCTIONS

	ENJOYMENT INDEX
<u>DOCUMENTARIES *</u>	
"Impressions 1670 to 1970"	71
"The Magnificent Gift".....	88
"The Gold Seekers"	79
"Tenth Decade"	75
"Days Before Yesterday"	74
"Images of Canada"	68
<u>HISTORICAL DRAMAS **</u>	
"The Six Wives of Henry VIII"	76
"Elizabeth R"	79
"The Whiteoaks of Jálma"	61
"The Woman I Love"	83
"Louis Riel on the Side of Angels"	60
"Luther - the Man Who Took the Lid Off"	72
"Murder for God's Sake"	65
"Mary Stuart vs. John Knox - Politics of Passion" ..	62
"The Megantic Outlaw"	65
"The Discoverers"	87
"The Hero of My Life"	71
"This Melancholy Occasion"	59
"Springhill"	77
"The Overlanders"	72
"The Forsythe Saga"	70
<u>DRAMA DOCUMENTARIES ***</u>	
"Was Tom Thomson Murdered?"	86
"The Wit and World of G. Bernard Shaw"	68
"Mackenzie the Firebrand"	60
"Churchill the Man"	85
"Vincent the Dutchman"	58
"Next Year in Jerusalem"	72
THE NATIONAL DREAM	83

Source: CBC Panel

* For a description of these documentaries, please turn to Table 3.

** For a description of these dramas, please turn to Table 4.

*** For a description of these drama documentaries, please turn to Table 5.

TABLE 10

VARIATIONS IN THE ENJOYMENT OF THE NATIONAL DREAM

TABLE 10 (A)

ENJOYMENT OF THE NATIONAL DREAM BY REGION

	Enjoyment Index (Average of episodes)
CANADA	83
Maritimes	78
Quebec	85
Ontario	83
Toronto	83
Prairies	83
British Columbia	85

Source: CBC Panel

TABLE 10 (B)

ENJOYMENT OF THE NATIONAL DREAM BY AGE

AGE	ENJOYMENT INDEX FOR EPISODES						Average for 6 episodes
	1	2	3	4	5	6	
18 to 49	80	80	81	83	83	86	82
50+	89	88	86	86	90	86	88

Source: CBC Panel

TABLE 11

AUDIENCE APPRECIATION OF PIERRE BERTON ON THE NATIONAL DREAM

"Please check whether you think Berton does a very good job, a good job, a fair job or a poor job as host."	
	<u>% Checked</u>
Very good job	65
Good job	26
Fair job	8
Poor job	2
Don't recall this person	0
INDEX OF APPRECIATION = 84 *	

Source: CBC Panel

* This index is so constructed that the higher it is, the more the average viewer thought Berton to have done a "Very good job".

TABLE 12

APPRECIATION OF OTHER CBC HOSTS

HOST	PROGRAM	APPRECIATION INDEX
Robert Cooper	"The Ombudsman"	73
Paul Rush	"In the Present Tense"	66
Jennifer Davis	"In the Present Tense"	75
Rob Parker	"Up Canada"	67
Patrick Watson	"Some Honourable Members"	69
Adrienne Clarkson	"Take 30/60"	75
Paul Soles	"Take 30/60"	74
Ed Reid	"Take 30/60"	75
Bruce Hutchinson	"Days Before Yesterday"	74
Margo Lane	"MS."	63
Lorne Greene	"Next Year in Jerusalem"	88
PIERRE BERTON	"THE NATIONAL DREAM"	84

Source: CBC Panel

TABLE 13

SPECIFIC REACTIONS TO PIERRE BERTON (THE NATIONAL DREAM)

AND LORNE GREENE (NEXT YEAR IN JERUSALEM)

I felt that (Pierre Berton/Lorne Greene) as host ...

	<u>% Checked</u>	
	<u>BERTON</u>	<u>GREENE</u>
Appeared too often	9	6
Tied the whole show together well	75	72
Was distracting	5	3
Was highly enjoyable	46	55

Source: CBC Panel

This table shows the percentage of the audience agreeing with the statements indicated. The Berton figures are averages of the two episodes for which this question was asked.

TABLE 14

APPRECIATION OF THE ACTORS ON THE NATIONAL DREAM, NEXT YEAR IN JERUSALEM

AND THE OVERLANDERS

	% C H E C K E D					APPRECIATION INDEX
	Very Good job	Good job	Fair job	Poor job	Don't recall	
<u>THE NATIONAL DREAM</u>						
William Hutt	70	22	3	0	4	85
Gillie Fenwick	63	29	7	0	0	84
Gerrard Parkas	47	43	9	1	1	76
John Colicos	64	30	5	0	1	84
<u>NEXT YEAR IN JERUSALEM</u>						
John Colicos	42	42	11	2	4	72
Sam Jaffe	50	37	9	2	3	76
Barry Morse	42	36	15	3	4	70
Toby Robbins	38	38	16	3	6	68
<u>OVERLANDERS</u>						
Michael Collins:	44	40	13	2	1	73
Helen Lasnier	46	40	11	1	2	75
Mark Norman	51	36	11	1	1	76
Claude Maher	35	43	15	2	6	67
Peter Haworth	29	45	19	3	4	64

Source: CBC Panel

* The numbers represent an index. Those saying 'very good job' = 5, 'good job' = 3, 'fair job' = 2, 'poor job' = 1, and 'don't recall' = 0. The average is then percentage out of the maximum (5). Thus if all respondents said the actor did a very good job, the index would be 100. Therefore the higher the index the more the actor was thought to have done a very good job by the average viewer.

TABLE 15
SPECIFIC REACTIONS TO THE NATIONAL DREAM

"Please read the following and check all those statements that describes how you felt about watching "The National Dream."

<u>STATEMENTS</u>	<u>% CHECKED</u> *
The acting was natural	71
I learned lots from it	66
It was realistic	69
It made me think	59
I felt like talking about it afterwards	46
It was exciting	37
I couldn't get involved in it	8
I found it too fragmented, cut up	8
It was slow and dragged out	6
I found it boring	5
It was confusing	5
It was overacted	4

Source: CBC Panel

* This table shows the percentage of the audience agreeing with the indicated statements. The figures are an average of the two episodes for which this question was asked.

TABLE 16
SPECIFIC REACTIONS TO THE NATIONAL DREAM, NEXT YEAR IN JERUSALEM,
THE OVERLANDERS

"Please read the following and check all those statements that describes how you felt about watching "_____".	% CHECKED FOR *		
	The National Dream	Next Year In Jerusalem	The Overlanders
	%	%	%
The acting was natural	71	42	65
I learned lots from it	66	51	32
It was realistic	69	39	60
It made me think	59	46	46
I felt like talking about it afterwards	46	37	38
It was exciting	37	24	51
I couldn't get involved in it	8	17	14
I found it too fragmented, cut up	8	7	14
It was slow and dragged out	6	15	11
I found it boring	5	13	10
It was confusing	5	13	10
It was overacted	4	5	10

Source: CBC Panel

* This table shows the percentage of the audience agreeing with the indicated statements. The percentages for the Dream are an average of the two episodes (3 and 5) for which this question was asked.

A P P E N D I X

APPENDIX A

ENJOYMENT INDEX

The numbers represent an index. Those saying "Enjoy Very Much" = 5, "Enjoy Quite a Bit" = 3, "Alright Not Bad" = 2, "Didn't Enjoy Too Much" = 1, "Didn't Enjoy At All" = 0. The average is then percentaged out of the maximum (5). Thus, if all respondents said that they enjoyed the program "Very Much", the index would be 100. If all respondents said they didn't enjoy the program at all, the index would be 0. Therefore, the higher the index the more the program is enjoyed by the average viewer.

APPENDIX B

IF YOU HAPPEN TO WATCH 'THE NATIONAL DREAM' TONIGHT,
PLEASE ANSWER THESE QUESTIONS:

1. For each of the following people who appeared in The National Dream, please check whether you think he does a *very good* job, a *good* job, a *fair* job or a *poor* job.

	Very Good job	Good job	Fair job	Poor job	Don't recall this person
(323) John Colicos as William Cornelius Van Horne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(324) Kenneth Pogue as James Hill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(325) Joseph Shaw as George Stephen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(326) Pierre Berton as host	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(327) Joe Crawford as Crawford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please read the following and check *all* those statements that describe how you felt about watching 'THE NATIONAL DREAM':

(326) It made me think	<input type="checkbox"/>
(329) It was confusing	<input type="checkbox"/>
(330) The acting was natural	<input type="checkbox"/>
(331) I couldn't get involved in it	<input type="checkbox"/>
(332) It was realistic	<input type="checkbox"/>
(333) I found it boring	<input type="checkbox"/>
(334) I felt like talking about it afterwards	<input type="checkbox"/>
(335) It was overacted	<input type="checkbox"/>
(336) It was exciting	<input type="checkbox"/>
(337) I learned lots from it	<input type="checkbox"/>
(338) It was slow and dragged out	<input type="checkbox"/>
(339) I found it too fragmented, cut up	<input type="checkbox"/>

3. PLEASE CHECK ALL THAT APPLY:

I felt that Pierre Berton, as host

(340) Appeared too often	<input type="checkbox"/>
(341) Tied the whole show together well	<input type="checkbox"/>
(342) Was distracting	<input type="checkbox"/>
(343) Was highly enjoyable	<input type="checkbox"/>

- (344) 4. If you feel we have not covered all your feelings about 'THE NATIONAL DREAM', please make your other comments here.

PLEASE REMEMBER TO INDICATE HOW MUCH YOU ENJOYED
THIS PROGRAM ON DIARY PAGE TO LEFT

APPENDIX C

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.



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